

2015 Santa Fe Bike Corral Pilot-Project Strategic Plan

319 S. Guadalupe - Goal: Corral opened by May 15th, 2015.

On-street bicycle corral programs translate into strategic economic gains and can capitalize on the growing popularity of building a walkable/bikeable community.



*Recent studies have indicated that motorists spending rates are higher per visit, but cyclists tend to visit local merchants in greater numbers and spend more per month.**

Bike Corrals are strategically located to support specific businesses or business districts and their customers; are permanent or temporary, depending on the need; utilize an existing on-street parking space; and on average, cost between \$2,500.00 and \$4,000.00.

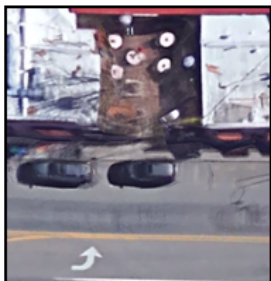
Communities that have invested in corrals “have seen considerable economic benefits by attracting businesses, tourism and active residents,” according to Advocacy Advance – a partnership of the League of American Bicyclists and the Alliance for Biking & Walking.

Bike corral programs have enjoyed the benefits of increased:

1. Connectivity and the environmental sustainability of the community;
2. Property values and positive business growth;
3. Security for bike owners by having a highly visible designated place to park at popular locations;
4. Legitimacy for the cycling community as important mode of transport in the community;
5. Business traffic and unobstructed view of their business;
6. Safety for pedestrians;
7. Fuel efficiency which keeps more money in the local economy; and
8. Savings for health care needs by directly improving the health benefits.*



*Case Study: Portland's Bicycle Corrals: A Case Study of East 28th Ave; McNeil 2009 and Bike Corrals Local Business Impacts, Benefits, and Attitudes; Meisel 2010



Monitoring and Evaluation:

The Santa Fe MPO will monitor each corral over the course of 1 year, at that time staff will develop a report for the benefit of the City detailing pros and cons including a recommendation for the continuation or removal of the corrals. If continued, a draft policy will be developed for the installation, costs and management of additional facilities.

Monitoring shall include the following:

- The placement of a sign at each corral inviting those who park their bike to voice their opinion about the practicality, convenience and demand for such facilities. Users will be directed to go to the MPO website where a public comment page will taken on an on-going basis.
- A targeted survey will be developed (see draft pg. 3) that seeks to better understand people perceptions and impacts of the corrals. This will be a short survey for users, local businesses and other's interested in bicycle and pedestrian facilities.
- Development of a monitoring schedule to periodically review the number of bicycles parked. (MPO (Staff and Volunteers)

Draft Feedback Survey:

The City of Santa Fe and the Santa Fe Metropolitan Planning Organization is seeking your feedback on the on-street bike corral pilot-program.

1. Did you know what the bike corral was for when you saw it? Yes No
2. Did you use a bike corral? Yes No
3. Which corral did you use? Plaza Guadalupe St
4. How did you get into the bike corral? From the street From the sidewalk
5. Was it easy to access the bike corral? 1Poor 2, 3, 4, 5-Excellent (How could access be improved?)
6. Was there enough room to maneuver inside the bike corral? 1-cramped, 2, 3, 4, 5-Spacious
7. Do you support on-street bicycle corrals? Yes No (If no, why not?)
8. Where would you prefer on-street bike corrals be located?
I prefer on-street bike parking corrals in convenient locations but only on quiet streets
I prefer on-street bike parking corrals in convenient locations on quiet and busy streets
9. Do you have any suggestions for new bike corral locations?
10. Do you have any additional comments you would like to make about on-street bike corrals?

Businesses within a reasonable distance of each corral will be polled with a separate set of questions to be done in person to gauge perceptions and impacts.

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